

Basic principles and mechanisms for promoting tourism products on the global and domestic tourism market

**Overview of the principles and methods for managing the promotion of
tourism products on the domestic and global tourism market**



Managing the promotion of tourism products

- Definition of **Tourism Marketing**
- Overview of **structure** of product promotion
- Mechanics of promotion of tourism products among the **Travel Trade**
- Mechanics of promotion of tourism products among the **Media**
- **Golden rules**

Definition of Tourism Marketing

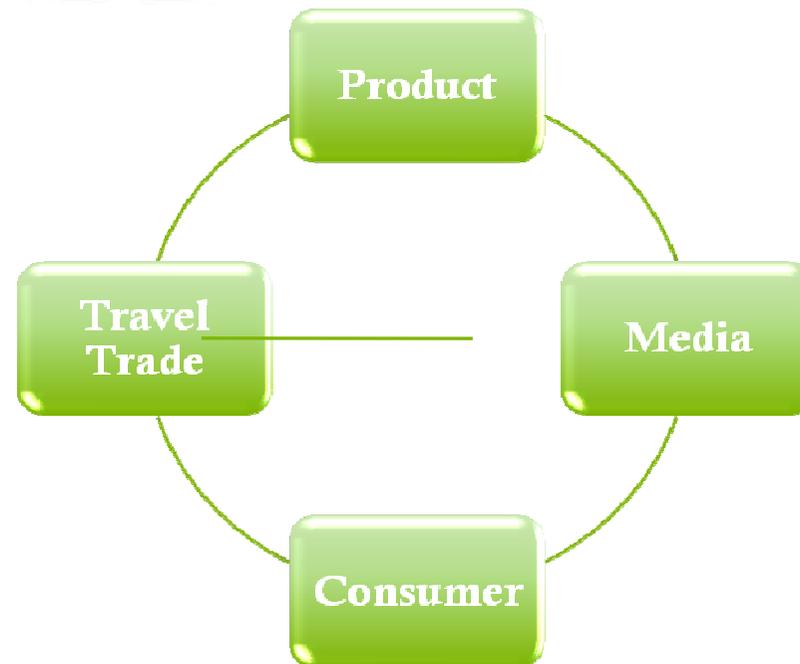
Promoting your product on tourism markets means doing

Tourism Marketing

and implies 3 major components:

- ◆ Communication
- ◆ Development
- ◆ Control

Structure of the promotion of tourism products



A strong interdependence between the components

Mechanics of promotion of tourism products among the Travel Trade

Objective: the development of programs/itineraries including your region/product that will be sold by travel professionals

Travel Trade: travel professionals involved in the conception and/or commercialization of tourism products on a specific market

Tour Operator (T.O): your partner on the market (can be wholesaler or retailer). The T.O will distribute your product and promote it among his clients

Mechanics of promotion of tourism products among the Travel Trade

The promotion of your product in 3 steps

Step 1: identify T.O that are more likely to match your type of product (ex: by defining a theme of travel: culture, adventure, alternative, etc.)

Step 2: approach the T.O's Product Managers (PM) in charge of your destination:

- **Brief introduction** of your product, **question the PM**
- **Listen to the PM.** He/she knows the market!
- **Detailed presentation** of the product according to the needs defined by the PM (anticipate questions about possible challenges). **Showing nice photos of your product is crucial.**

Mechanics of promotion of tourism products among the Travel Trade

Step 3: follow-up with the PM and ensure he/she has everything he/she needs to feature your product in the programs

- Send contacts of **local receptive operators**
- Provide detailed **sample itineraries**
- Provide road maps, brochures, promotional material
- Provide **high-res images & videos** of your destination with credit if any

Follow-up should occur **within just a few days** after the 1st contact

Mechanics of promotion of tourism products among the Travel Trade

Next steps:

- Have the PM come and see/experience your product (**familiarization trips**). Show the best of your product! It helps build a **closer relationship** with the PM
- Launch **cooperative marketing campaigns** with the T.O to support their effort in featuring your product
- **Involve T.O in your media promotion plans** as much as possible (have them sponsor airline tickets in exchange of being featured in articles)
- Make sure you **keep regular contact with the PM**, by providing updates on your product (Newsletters, phone calls, emails, etc.)

Mechanics of promotion of tourism products among the Media

Objective: support your product development by promoting it among the media in order to approach the consumer

There are multiple types of media to work with:

- **Printed, TV, radio,online** media
- **Travel trade** and **consumer** media (of general interest or travel-oriented)
- **Social media** (facebook, etc.)

Mechanics of promotion of tourism products among the Media

The promotion of your product in 4 steps

Step 1: identify the **most appropriate media outlets** according to your type of product/destination

Step 2: journalists need **story ideas** from you! Determine what aspects of your product make it so **special** that a media would want to write/talk about it

Step 3: **host journalists** so that they can see/experience your product and write/talk about it. **Join efforts with local partners** (suppliers) and **your local Government** to offer as many experiences as possible to the journalists: it will make your destination even more attractive

Step 4: **keep regular contact** with your media contacts by sending them **newsletters** and **press releases** with updates on your product

Mechanics of promotion of tourism products among the Media

Stay up-to-date with Social Media!

They are a new way of building and promoting your brand, especially among the newer generations

Key points to build a successful facebook page:

- Create **one page per market**, most preferably in the **local language**
- **Post regularly** (images, new development about your product, Tour Operators' itineraries that include your product, etc.)
- **Add your facebook page address** at the end of your **correspondence**; print it on your **brochure/collateral**; develop **cross-links** with other partners' facebook pages to generate more traffic

Mechanics of promotion of tourism products

Golden rules

Keep in mind that tourism promotion is a long-term process:

It takes time to build a relationship with Product Managers and Media partners and gain their confidence

It takes time before a tourism product actually starts selling well on a new market (1-2 years)

Providing Travel Trade and Media with **collateral in English is a minimum**; having it **translated into the local language is a major plus**

Tools. Techniques for developing presentation and advertising material.

Particularities of presentations for different target audiences



Particularities of presentations for different target audiences

Objective: provide a comprehensive presentation of your product/destination according to the type of audience you are targeting

The tools and content of your presentation will be different according to who you are talking to:

- A Tour Operator
- A Media representative

Tour Operator and Media will relay your information to the consumer

Particularities of presentations for different target audiences

Structure of a presentation – Audience: Tour Operator

Note: identifying the profile of the T.O before the sales call is a major plus

Use a program that can incorporate text, images and videos (ex: PowerPoint)

All texts will have to be at least in English; using local language is a plus

Before going through your presentation, question the T.O about the profile of its' customers in order to adapt your talking

Particularities of presentations for different target audiences

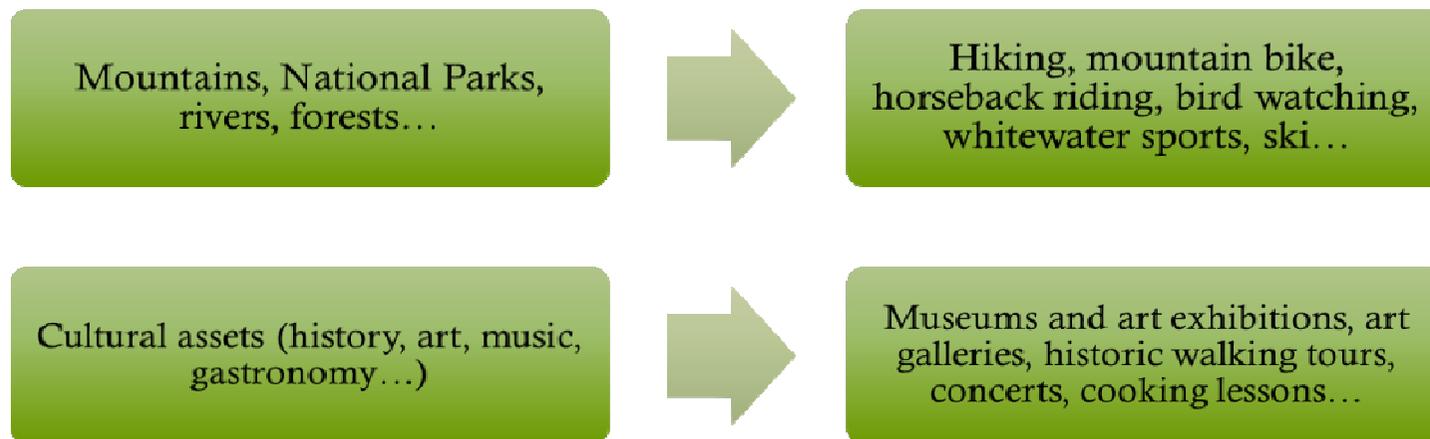
Structure of a presentation – Audience: Tour Operator

- Start with a **large image representative of your region** and ideally an attractive **sentence/motto** qualifying your product (ex: “Utah, the best of the American West”)
- A **map** where you can **locate your destination within Russia**, showing major **gateway airports**, **examples of distances** between major Russian cities and your region
- A **more detailed map of your region** (also make sure you have a paper map with you as you go through the presentation)
- Present **generalities** about your destination (geography, climate, population...)
- List **the particularities of your region, by themes**, preferably according to the **profile** of the T.O. Ex: **cultural heritage** (history, architecture...), significant **natural sites** (National & Regional Park, major rivers, mountains...), other particularities (gastronomy, alternative tourism, etc.)

Particularities of presentations for different target audiences

Structure of a presentation – Audience: Tour Operator

Important: always make the link between the **particularities** of your region and the **tourist activities/attractions** that are developed around them:



Particularities of presentations for different target audiences

Structure of a presentation – Audience: Tour Operator

Inform the Product Manager about **hotel accommodation** choices, **transportation**, **restaurants**, etc.

Give suggestions of itineraries or packages, with **day-by-day details**, so that you help the Product Manager imagine his/her future products. Make it easy for him/her!

Once you have presented the particularities of your destinations and the activities/attractions one can do, **explain how the T.O can book them**

Directly with the supplier or via a receptive operator?



Always: add nice photos (and videos if possible) throughout your presentation

Particularities of presentations for different target audiences

Structure of a presentation – Audience: Media Representatives

Base your presentation on the one you made for Tour Operators, with the following amendments:

- **No need to give samples of itineraries and to explain how to book**
- **Include stories in your presentation:** talk about **characters** that have **special stories** (ex: if you talk about art and you know a specific artist that has an unusual story or background, talk about him/her)
- **Images are even more important**, as they may determine the consideration for writing an article about your destination

Particularities of presentations for different target audiences

Key Points

- ◆ Try to **know your audience before** going through your presentation (profile of T.O's customers, themes covered by the media outlet, etc.)
- ◆ **Images count for 50% of your presentation!** We don't necessarily remember texts, we remember nice pictures
- ◆ Be prepared to **leave a copy of your presentation** to the Product Manager / Journalist. Bring photos CDs to leave or send them by email
- ◆ Be as **clear and concise** as possible
- ◆ **The follow-up is the logical continuation** of your presentation

**Thank you for your attention
&
I wish you a successful promotion!**

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